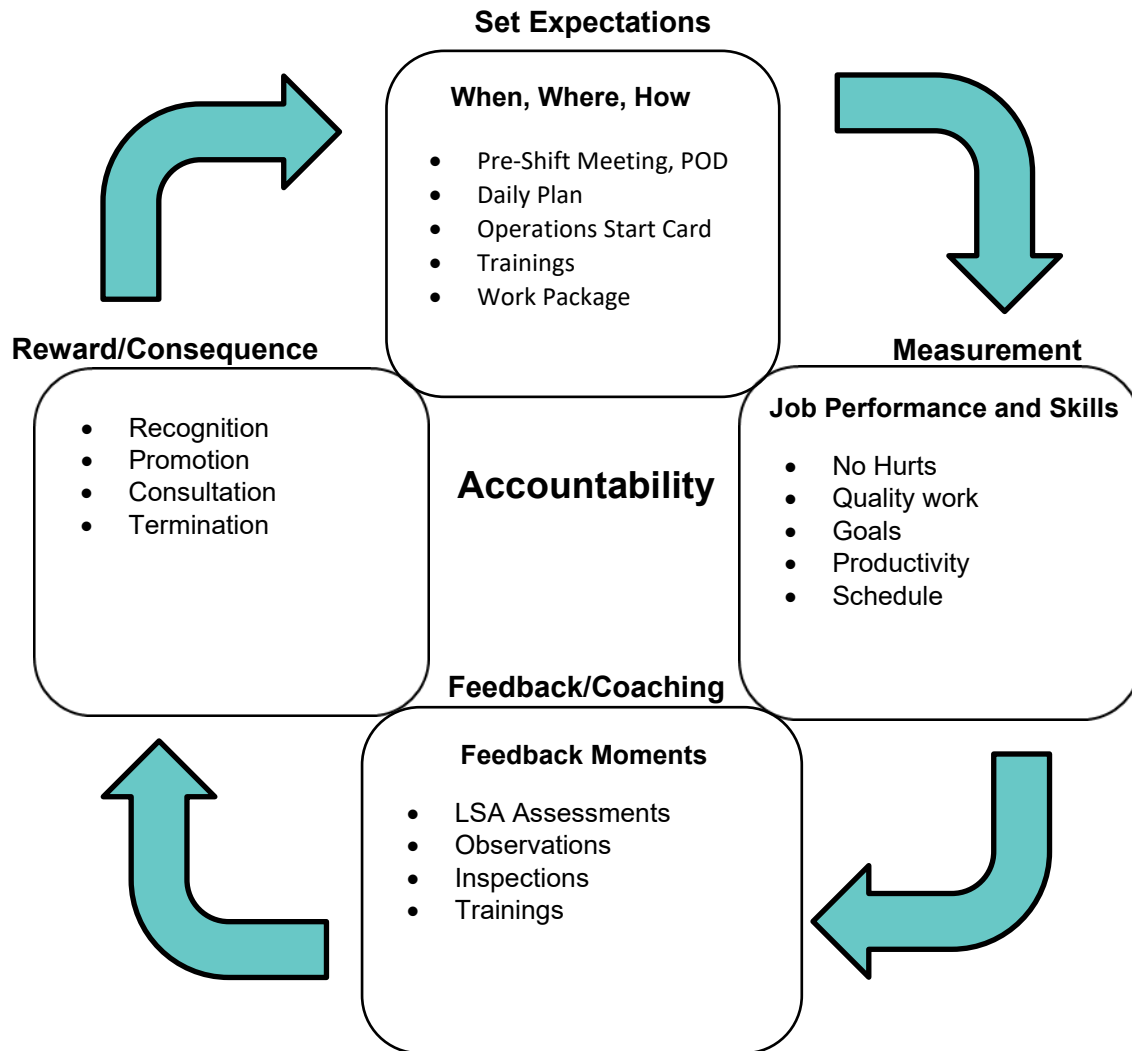


ACCOUNTABILITY

Definition:

- An obligation or willingness to accept responsibility.
- The acknowledgment and assumption of responsibility for actions, products, decisions, and policies.
- A high degree of personal responsibility for achieving goals.

ACCOUNTABILITY CYCLE



One of the toughest things to do as a leader is to hold your people accountable.

Leaders and managers sometimes hesitate to take the necessary actions due to fears of an employee leaving, of being less popular, lacking the skill to act, or being unsure of what the organization expects him/her to hold people accountable for.

A lack of accountability at work sends a message to your workers that standards don't matter all that much.

Even high performers may pull back their effort if:

- Expectations are unclear.
- A supervisor doesn't seem to care.
- Systems are flawed and neglected.

When you don't acknowledge problems that get in the way of your team's productivity, they may perceive it as indifference or weakness, which can be demotivating for everyone.



How Committed are YOU to making your team successful?

- Provide each team member with clear expectations for the task.
- Follow up routinely throughout the duration of the task as well as check the final product.
- Provide feedback, both positive and corrective, and any consequences as needed.

Accountability does not need to be uncomfortable. It should be part of the process of doing business. Implementing a simple system that is owned by your crew can make this happen. It is both your job and your obligation as a leader.